

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

35698	AGENCY (OR SERVICE) ACTING AS AGENT FOR 339565	ADVERTISER (OR AGENCY AND ADVERTISER)	<b>Cancellation Notice</b>  <b>Required</b>  Announcement 28 days  prior notice
NAME	BUYING TIME	DEPASQUALE FOR PA	
AND	650 Massachusetts Ave NW Ste 210	PO BOX 1822	
ADDRESS	Washington DC 20001-3796	York PA 17405-1822	
CONTACT	USA	USA	
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO. 2217	PRODUCT 1310
NATIONAL SALESPERSON			CODE
BROADCAST SCHEDULE STARTING 10/23/12 AND ENDING 10/29/12 NO. WEEKS: 1			

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

Attachment

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
PRINT AT STATION. ALL RATES ARE PRE-EMPTIBLE. PAID FOR BY DEPASQUALE FOR PA. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.										
1	..11...	2	07:00A	08:00A	30S	10/24/12-10/25/12		2	350.00	700.00
30 MIN SEP										
2	M	1	07:00A	08:00A	30S	10/29/12-10/29/12		1	350.00	350.00
30 MIN SEP										
3	01011..	3	05:00A	05:58A	30S	10/23/12-10/26/12	THIS MORNING 5-6AM	3	300.00	900.00
30 MIN SEP										
4	..1.1..	2	08:00A	09:00A	30S	10/24/12-10/26/12		2	350.00	700.00
30 MIN SEP										
5	M	1	08:00A	09:00A	30S	10/29/12-10/29/12		1	350.00	350.00
30 MIN SEP										
6	01110..	3	11:58A	12:30P	30S	10/23/12-10/25/12	NOON NEWS	3	600.00	1800.00
30 MIN SEP										
7	01010..	2	04:30P	05:00P	30S	10/23/12-10/25/12	430-5PM NEWS	2	700.00	1400.00
30 MIN SEP										
8	M	1	04:30P	05:00P	30S	10/29/12-10/29/12	430-5PM NEWS	1	700.00	700.00
30 MIN SEP										
9	00101..	2	04:00P	04:30P	30S	10/24/12-10/26/12	4-430PM NEWS	2	700.00	1400.00
30 MIN SEP										
10	M	1	04:00P	04:30P	30S	10/29/12-10/29/12	4-430PM NEWS	1	700.00	700.00
30 MIN SEP										

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 2

35698	AGENCY (OR SERVICE) ACTING AS AGENT FOR		339565	ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice  Required  Announcement 28 days  prior notice
NAME	BUYING TIME			DEPASQUALE FOR PA		
AND	650 Massachusetts Ave NW Ste 210			PO BOX 1822		
ADDRESS	Washington DC 20001-3796			York PA 17405-1822		
	USA			USA		
CONTACT				PRODUCT DEPASQUALE 10/23-29		
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.	PRODUCT 1310		
			2217	CODE		
NATIONAL SALESPERSON						
BROADCAST SCHEDULE STARTING 10/23/12 AND ENDING 10/29/12 NO. WEEKS: 1						

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
11 30 MIN SEP	01011..	3	05:30P	06:00P	30S	10/23/12-10/26/12	530-6PM NEWS	3	850.00	2550.00
12 30 MIN SEP	00110..	2	05:00P	05:30P	30S	10/24/12-10/25/12	5-530PM NEWS	2	850.00	1700.00
13 30 MIN SEP	M	1	05:00P	05:30P	30S	10/29/12-10/29/12	5-530PM NEWS	1	850.00	850.00
14 30 MIN SEP	01001..	2	05:58P	06:30P	30S	10/23/12-10/26/12	M-F 6PM NEWS	2	950.00	1900.00
15 30 MIN SEP	00101..	2	06:30P	07:00P	30S	10/24/12-10/26/12	M-F 630PM NEWS	2	950.00	1900.00
16 30 MIN SEP	M	1	06:30P	07:00P	30S	10/29/12-10/29/12	M-F 630PM NEWS	1	950.00	950.00
17 30 MIN SEP	Sa	1	07:00P	07:30P	30S	10/27/12-10/27/12	SAT 7PM NEWS	1	500.00	500.00
18 30 MIN SEP	01010..	2	06:57P	07:30P	30S	10/23/12-10/25/12	CBS EVENING NEWS	2	1250.00	2500.00
19 30 MIN SEP	M	1	06:57P	07:30P	30S	10/29/12-10/29/12	CBS EVENING NEWS	1	1250.00	1250.00
20 30 MIN SEP	0010001	2	11:00P	11:35P	30S	10/24/12-10/28/12	11PM NEWS	2	1500.00	3000.00
21 30 MIN SEP	M	1	11:00P	11:35P	30S	10/29/12-10/29/12	11PM NEWS	1	1500.00	1500.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 3

35698	AGENCY (OR SERVICE) ACTING AS AGENT FOR 339565	ADVERTISER (OR AGENCY AND ADVERTISER)	<b>Cancellation Notice Required</b> Announcement 28 days prior notice
NAME	BUYING TIME	DEPASQUALE FOR PA	
AND	650 Massachusetts Ave NW Ste 210	PO BOX 1822	
ADDRESS	Washington DC 20001-3796	York PA 17405-1822	
	USA	USA	
CONTACT	PRODUCT DEPASQUALE 10/23-29		
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO. 2217	PRODUCT CODE 1310
NATIONAL SALESPERSON			
BROADCAST SCHEDULE STARTING 10/23/12 AND ENDING 10/29/12 NO. WEEKS: 1			

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY. CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
22 Sa 30 MIN SEP		1	07:58A	10:00A	30S	10/27/12-10/27/12	SAT.CBS MORNING NEWS	1	325.00	325.00
Total Contract:								37		27925.00
Billing Summary										
Otr 4-12						21275.00	Oct 6650.00	Nov .00	Dec 27925.00	Total 27925.00
GRAND TOTAL									27925.00	

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION